

UNITED STATES DEPARTMENT OF AGRICULTURE

2. U.S. Extension Service//
501 Washington, 25, D. C.

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NATIONAL HOME DEMONSTRATION WEEK - 1949

Western States

Values of National Home Demonstration Week, as expressed by State leaders and county home demonstration agents of the 11 Western States, Alaska, and Hawaii, are summarized as follows:

Affords a special time for giving an account of a public service to the general public.

Brings the public's attention to the work of the Extension Service and particularly to home demonstration work.

Through press, radio, and exhibits, makes both urban and rural people better acquainted with the broad educational program as conducted through home demonstration work.

Awakens interest among homemakers heretofore not requesting assistance. Increases requests for organization of home demonstration and special-interest groups. Increases enrollment of existing groups.

Offers special encouragement to young mothers and young women to participate actively in home demonstration programs.

Makes homemakers enthusiastic over their accomplishment and encourages groups to plan programs with even larger goals.

Provides public officials with an occasion for expressing appreciation to county home demonstration agents and volunteer leaders. Affords an excellent opportunity for homemakers themselves to tell of the benefits of home demonstration work.

Offers an opportunity to acquaint college students in home economics with the Extension Service.

*Summary prepared by Madge J. Reese, Field Agent, Western States.

Messages by the Rural Women Were Given Front-Page Headlines

Farm and ranch women throughout the West made statements on what home demonstration work meant to them and their families, at meetings, and for press and radio use. These statements were published in a large number of county papers and in a few State papers. The New Mexico Press, Clovis, gave a full page to letters expressing the views of the women. The Wyoming press was generous in telling what home demonstration members were thinking. Three counties in Montana conducted letter-writing contests on "How the Home Demonstration Program Has Benefited Me and My Family." The best letters were published in the local papers.

The State Council of New Mexico Extension Clubs sponsored a letter-writing contest throughout the State in advance of National Home Demonstration Week on the general theme "What Home Demonstration Work Has Meant to Me." The council is organized on a district basis. Winning letters in the district got wide publication in county and local papers and were used in radio programs. One letter was chosen in each district for use by the State home demonstration leader in a broadcast on College Hour (KOB-Albuquerque) during National Home Demonstration Week. The letter given the highest commendation, published in the State papers, was written by Mrs. W. G. Kennedy, of Curry County. A copy can be made available to anyone who would like to read the letter.

Interesting editorials appeared in some of the newspapers; those appearing in Idaho and Wyoming papers have been especially noted.

Home Demonstration Days and Other Special Meetings

Were Informational and Inspirational

During National Home Demonstration Week, special county-wide and community meetings, held throughout the Western States, were attended by 39,298 people. The special meetings were known as Home Demonstration Days, Homemakers' Festivals, Spring Festivals, Spring Fiestas, and Homemakers' Round-Ups. A great variety of exhibits exemplifying phases of the home demonstration program were featured. The special meetings were "open house," and an effort was made to have homemakers who had not been attending home demonstration meetings present to see the exhibits and learn more about what home demonstration work had to offer. In all States young homemakers and newcomers were given special invitations. Community leaders interested in organizing new groups were invited. During the week, or immediately afterward, 71 new clubs were organized in 8 States and Alaska, with a total membership of 1,547.

It is suggested that in 1950 each member of a group bring a younger homemaker who is a non-member to the meetings during National Home Demonstration Week. This was followed to some extent in Colorado in 1949. In Molokai

931000

County, T. H., each member sent a printed invitation to a non-member to come as a guest to the achievement meeting. California made the following interesting observations: On the tour in Kern County 50 percent of the 175 women were about 35 or younger. Four of the hostesses at homes visited were between 20 and 30 years of age. At the Tulare County meeting three experienced women cared for the 49 preschool children during the day. A large number of young women were present. Of the 250 present, 25 had attended home demonstration meetings for 10 years or more. The majority had attended less than 10 years and for 25 of the women attending Home Demonstration Day it was their first meeting. The total attendance at county and community meetings during the week in California was 10,477. As Oregon's Homemakers' Festivals, attended by 10,000 women, were held throughout the month of April, no special meetings were held during the week. In addition to a program, recognition was given to the county committee, home demonstration unit officers, and project leaders at the festivals.

Five hundred women of Oahu County, T. H., celebrated in picnic style with the Royal Hawaiian Band and with a big quiz program at Kapiolani Park, Honolulu. Luncheons and teas were held in many counties with programs in the interest of home demonstration work. Custer County, Mont., held its annual banquet for the husbands of home demonstration members. The annual tea in observance of Wyoming's National Home Demonstration Week was held at the Students' Union on the campus of the University of Wyoming. The special guests were the presidents of the Albany County home demonstration clubs, wives of the State extension faculty, representatives of women's organizations in Laramie, and home economics juniors and seniors of the university. The U.S.D.A. field agent in home demonstration work for the Western States was the guest speaker.

A great variety of programs with demonstrations, talks, and panel discussions were featured at the county-wide and special meetings. In Utah upholstering schools and short cuts in sewing were demonstrated. In Idaho color schemes in papers and fabrics were popular and the Step-Saving Kitchen film was shown. Nevada emphasized safety in the home and went in for flower shows and style shows. In all States some phase of housing was introduced into the programs. In Wyoming, discussion on health needs, style revues, the film on Step-Saving Kitchen, and talks on understanding the teen-age made up the programs. In Sheridan County, Wyo., a successful cake fair and auction brought proceeds to send delegates to the National Home Demonstration Council Meeting at Colorado Springs.

The Home in International Relations

Many home demonstration groups emphasized their interest in understanding people of other lands as a necessary factor in permanent peace at meetings during National Home Demonstration Week. In Idaho, some of the county home demonstration councils sponsored spring festivals or international fiestas and shaped the programs on the theme, "Harmony Around the World." In Bonner County 12 different countries were represented by 12 clubs presenting the

problems, customs, and food of our world neighbors. The presentations took on a great variety in tableaux, skits, folk songs, dances, small bands, classics in music, legends, and native foods of other lands. At their fiestas speakers emphasized the fact that we must broaden our vision and develop an international understanding and that each one can have a vital part in promoting better understanding among peoples through study groups, correspondence, and learning more about the work of the United Nations and UNESCO. The film "1948 in the United Nations" was shown at several Idaho meetings. The following statement by Lenore Choules, county home demonstration agent of Benneville County, Idaho, appeared in a county newspaper:

"The home is the strongest influence for building good citizens. This week calls attention to the home to encourage harmony and appreciation for family and international relations. Since the world is now close to every back yard, let us this week, take inventory of worth while attitudes and conditions which lend harmony in our own homes and throughout the world. Let us use as our stepping stones, service, integrity, tolerance, education, and health. From there we can build a better world and create from our own back yard a bit of "Harmony Around the World."

In Jerome County, Idaho, the Spring Festival was colorful with the costumes, handicraft displays, and flags of France, Mexico, Ireland, Australia, England, Germany, and the United States. Women native to the several countries talked and some added much cheer by giving songs and dances they had learned when young in their native lands. All expressed happiness because they now had homes in the United States.

In the Spring Festival at Idaho Falls, Brazil, Mexico, Germany, Sweden, and the Netherlands were featured.

At meetings in Colorado, the women were urged to continue their interest in activities such as Pennies for Friendship, Pen Friends, exchange programs, study of United Nations and UNESCO in their clubs, and the entertainment of foreign students in their homes. Several Wyoming counties had an International Relations Day. The program for this day in Natrona County featured one of the exchange students in a talk on "Norway As I Saw It," and the reading of letters from families in other lands who had received letters and packages from groups in Natrona County. The printed program included a list of eight overseas families that had been adopted by the several clubs and a summary of the international activities of Natrona County home demonstration clubs in 1948. In a county-wide meeting in Cache County, Utah, the theme "Knowing Our Foreign Neighbors" was carried out in the table decorations and in talks made by four women who had recently arrived in Utah from foreign countries.

Recognition of Volunteer Leaders

National Home Demonstration Week offered an excellent opportunity to say "thank you" in several ways to the 41,275 volunteer women leaders, who, in 1948, gave invaluable assistance to the Extension Service in conducting home demonstration work and 4-H Club work in the Western States. These leaders conducted meetings with a total attendance of 627,663, as reported by 208 home demonstration agents in 1948. They gave assistance to the county extension agents in various ways in working with the organized groups of 112,603 women and 68,594 4-H Club girls.

National Home Demonstration Week added to the prestige of the local leaders who effectively multiply the efforts of the county home demonstration agent in carrying out the home demonstration and 4-H Club programs in each county. Volunteer leaders in home demonstration work appeared on many radio programs. Their efforts and accomplishments were described by the press and on the radio, and they had a prominent place in all county and community programs. Special luncheons and teas were given in their honor, and enthusiasm ran high. "Orchid to You" letters were sent to local leaders by most home demonstration agents or were published in the county and local papers. New Mexico presented an "Orchid to You" certificate to local leaders. In Kings County, California, the "Orchid to You" letter was presented to leaders at the county-wide meeting. The letter was on yellow paper with an orchid hand-tinted in upper left hand corner and was signed by the home demonstration agent and two assistants. When presented it was rolled up like a scroll and tied with lavender ribbon.

Idaho published the pictures of the county home demonstration councils and special committees planning National Home Demonstration Week in the county and local papers.

Four generations in one family led the club at Divide, Laramie County, Wyo., in celebration of National Home Demonstration Week. The great grandmother, Mrs. Frank Kessler, became a member of the homemakers' club 36 years ago. The pictures of the four leaders from the one family were published in the newspaper.

At the county-wide meeting in Monterey County, Calif., the chairman of each community group was introduced and given a rosebud to wear. The project leaders were given sweet peas after being introduced. San Bernardino and Riverside Counties, Calif., joined in recognizing chairmen of groups and project leaders by inviting 120 of them to a special achievement meeting at the Citrus Experiment Station at Riverside. The chairman and four project leaders from each community group were invited.

News Stories and Feature Articles

All Western States made extensive and effective use of the State, county, and local press before, during, and after National Home Demonstration Week. At least 1,000 news and feature articles appeared in State and county papers, and feature stories appeared in at least 15 farm journals and other magazines having State coverage. A liberal use of time illustrations added interest to news and feature articles.

State and county home demonstration workers reported that the recognition the press gave to home demonstration work better acquainted the general public with the information and instruction the State agricultural colleges offer through home demonstration work. The press gave deserved recognition to the accomplishments of home demonstration groups, to local volunteer leaders, and to individual women with outstanding records of home improvement. A marked increase in requests for information from families not on mailing lists followed Home Demonstration Week.

All special events of the week, such as county and community achievement meetings, tours, exhibits, and special recognition teas, were widely featured in county and local press, along with amplifying information concerning home demonstration work and local photographs. Resumes of the history of home demonstration work in some counties were published, giving a short sketch of the work of each home demonstration agent since the beginning of the home demonstration program in the county.

The larger city papers in Colorado, Idaho, Utah, and Washington carried feature articles with such headlines as "A & M Agency Aids 12,000 Women," "Nation Honors Its Home Agent," "Women's Part in Building Better World Stressed During National Home Demonstration Week," and "Better Living Extension Service Aim."

The picture spreads took generous space and were highly appreciated. The Spokesman-Review, Spokane, Wash., featured the tour made by 40 Walla Walla County homemakers to the Washington State College with a half-page picture spread, and the refresher research training course for Washington home demonstration agents at Washington State College was given a full-page picture spread. The Denver Post gave a full-page picture spread on Colorado home demonstration work, showing women engaged in home activities using improved methods as recommended by home demonstration agents. A Richland County, Mont., paper had a full-page spread on home demonstration work. New Mexico Agriculture featured the photograph of the State and county home demonstration workers with the heading "Home Demonstration Week Honors Progress in Rural Living."

The Utah Farmer, the Idaho Farmer, New Mexico Agriculture, the Montana Stockman, and the farm press of other States gave a good amount of space to home demonstration pictures and feature articles. The newspapers in Hawaii and Alaska were generous with space.

The Larger Audience Through Increased Use of Radio

The increasing use of radio in connection with home demonstration work throughout the year in the Western States is confirmed in that 912 State and county extension workers, local leaders, and other rural women participated in 315 radio programs during National Home Demonstration Week. Reports indicate that several Western State extension directors, all State home demonstration leaders, a number of extension specialists, at least 200 county extension agents, and 540 local leaders and other members of home demonstration groups broadcast on radio programs during the week.

Utah made extensive use of radio during the week with 23 extension workers and 66 rural women participating. Home demonstration work was featured on the "Utah Colleges on the Air" program over KSL (Salt Lake City) in a 30-minute drama produced by the Utah State Agricultural College Radio Guild under the direction of the college dramatic teacher and the extension editor. An effective program on Safety in the Home and on the Highway was broadcast by seven Utah County 4-H Club girls. Each girl talked for 1 or 2 minutes about a different hazard and the preventive measures. On "This Business of Farming" program, KSL, the Utah County agricultural agent interviewed a farmer on what he thought of home demonstration work and how it had benefited his home and family. At Logan, Utah, in Cache County, a 5-minute broadcast was made each day. The activities of the week were opened with a radio discussion over KSL by the U.S.D.A. field agent, home demonstration work, Western States, and the ~~Colorado~~ State home demonstration leader, emphasizing some of the newer phases of the home demonstration program.

New Mexico featured the letter-writing contest "What Home Demonstration Club Work Means to Me" on the radio as well as in the press. One letter selected from each district of the New Mexico Association of Home Economics Extension Clubs was briefed and given by a second voice in presentation by the State home demonstration leader over KOB (Albuquerque). A wire recording announcing National Home Demonstration Week and its significance was made of an interview between the U.S.D.A. field agent, home demonstration work, Western States, and the New Mexico State home demonstration leader. This had wide Southwestern coverage when broadcast over KOA (Denver).

One fully realizes the extent of the use of radio by extension workers when it can be reported that daily broadcasts were made during the week by the Alaska home demonstration leader over KFAR (Fairbanks), one of the farthest north radio stations in the world. Two representatives from each of the three home demonstration councils in Hawaii County, T. H., took part in a broadcast at a luncheon at the Ocean View Club, attended by 100 home demonstration club members. A view of the Pacific on two sides, a roof of bamboo leaves, and hibiscus blossoms and attractive coconut hats for favors made an exotic setting for this broadcast in the Paradise of the Pacific.

County home demonstration council officers in Wyoming paid tribute over the radio to past and present home demonstration agents by relating bits of county home demonstration history. Idaho, Oregon, and Montana reported a

large number of programs broadcast by county home demonstration agents. Colorado made excellent use of radio with 53 programs over local stations and 251 extension workers and rural women broadcasting. The U.S.D.A. field agent, home demonstration work, Western States, while on a field trip was interviewed by the Colorado State home demonstration leader over seven stations in five counties. California observed the week throughout the State with 72 radio programs originating in the counties, with 41 county home demonstration agents and assistant home demonstration agents and 124 rural women participating.

The Exhibit Attracts Attention

Home demonstration exhibits were featured in the 11 Western States and in Alaska and Hawaii; a total of 564 were shown at meetings and in store windows during the week. The store window exhibits, being usually on the main streets, attracted the attention and interest of thousands of people. Women belonging to several clubs contributed exhibit material, and store decorators assisted the local committees in arranging the displays. "Today's Home Builds Tomorrow's World" was prominently lettered on posters with the announcement of National Home Demonstration Week. The newspapers published articles with pictures. County extension agents took pictures of the exhibits so that home demonstration club members who did not get into town might have an opportunity to see what they were like.

One of the seven store window displays at Clayton, Union County, N. Mex., created so much interest that it was necessary to put up a sign "Not for sale," as the clerks were kept busy informing customers that the articles were for display only. The exhibit committee for the week made the plans for the fall fair as well and for a special rug show that was held in connection with the fair. In Utah the window exhibits included reupholstered furniture, coats and suits made at tailoring schools, charts showing results of diet surveys, and material on nutritional education.

In Kauai County, T. H., large posters depicting a map of the county showing the communities where home demonstration work is conducted were placed in the store windows. Among the articles displayed in windows at Fairbanks, Alaska, were braided rugs, footstools, barrel chairs, cupboards, a sewing center, and books on flowers, cooking, and household management. Colorado's plan was to have window exhibits in towns in different sections of a county.

The well-planned window exhibits at Napa, Calif., should be noted. The one featuring clothing showed a finished woman's coat, child's coat, and two suits, and an almost completed coat illustrated the process.

The nutrition exhibit had a globe in blue and yellow, which turned slowly over a table. A white strip around the globe lettered "Today's Home Builds Tomorrow's World." On the table was at least one food from each of the basic seven, including home-grown and home-canned products. One model dressed as a homemaker held the poster "The Homemaker Holds the Reins to the Nation's

Health," and another model dressed as the home demonstration agent held the poster "The Home Demonstration Agent Has Free Instruction for All Homemakers." The third exhibit was of house furnishing. Duplicate chairs, one in dilapidated condition and the other refinished and newly covered, told a story. Inner-spring cushions were shown, one very old one, two in the process of being repaired, and one repaired and covered.

The Forty-Ninth Territorial Fair of Hawaii was being held in Honolulu during the week. The home demonstration exhibit showed two full-sized bedrooms, one before improvement and the other after improvement. The dressing table, clothes closet, and bed were home-made. With good color scheme, proper lighting, and good arrangement, the improved bedroom was comfortable and attractive and within the financial possibilities of most families. Alaska, California, Hawaii, Idaho, Montana, Nevada, Utah, Washington, and Wyoming all featured exhibits at the county-wide and special meetings. Exhibits and demonstrations of many phases of work done during the past year were important parts of the program. At the Tulare County, Calif., county-wide meeting 11 groups displayed different phases of the home demonstration program. In Molokai County, T. H., 41 members of 6 of the clubs exhibited 13 articles made as a result of home demonstration instruction.

Learning by Seeing—the Tour a Popular Method

Organized tours to visit farm homes and grounds and gardens have always been a popular method of showing home improvements made as a result of extension instruction and demonstrations. California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming conducted a total of 42 tours during Home Demonstration Week with a total attendance of 1,796.

In the 9 tours conducted in California counties 908 women had an opportunity to study a great variety of home improvements, the result of extension instruction, including new and remodeled houses, improved farm and ranch kitchens, and service porches with storage space for men's work clothes. House-furnishing items such as refinished and reupholstered furniture, slip covers, and redecorated rooms with good color schemes attracted much attention. The 175 women who made the tour in Kern County enjoyed a special noonday program while eating their lunches. The program was arranged by the several home demonstration groups in the county. A review showing 12 old-fashioned dresses and 13 foreign costumes was an attractive interlude. Exhibits showing results of projects and with instructive circulars on each table were arranged, featuring sewing centers, cleaning sewing machines, tailoring a coat, tailoring equipment, budget meals, inner-spring cushions, making draperies, and sewing equipment. In Riverside County the 120 women attending the county-wide home demonstration program were conducted on a tour to see the experiments at the Riverside Citrus Experiment Station. The Ryer Island 4-H Club provided lunch for the 109 women on the Home Demonstration Day tour as a money-making project for their group. Each woman was given a program telling what home improvements she would see on each stop.

The tours in Idaho were to visit gardens, where well-informed horticulturists were on hand to comment on improved gardens and home grounds. Eighty women of Whitman County, Wash., and Latah County, Idaho, adjoining counties in Idaho and Washington, joined in a tour to see improved home equipment in the surrounding area of Washington State College. Forty women of Walla Walla County, Wash., visited Washington State College. Two interesting tours were made in Box Elder County, Utah. The home economics students of Box Elder County High School visited homes on Career Day. A good many of the hostesses explained improvements made under home demonstration instruction and guidance. A group of women from one section visited the Utah State Industrial School at Ogden. In Nevada tours were made to see homes in several new housing projects.

One of the features of Home Demonstration Day at Hilo, Hawaii, was a tour including visits to an ice cream factory, a modern laundry, a milk bottling plant, and the packing plant of a florist that makes large shipments of flowers by air to the mainland. After the tour 100 women came to the luncheon that day, each wearing an orchid.

The Federal Extension Office and National Home Demonstration Week

In addition to releasing the usual fact sheets giving up-to-date background information on home demonstration work and describing national plans for the week's observance, the Federal office tried an innovation in 1949. A handbook for the observance of National Home Demonstration Week was prepared in sufficient quantity for each home demonstration agent in the United States to have a copy. It contained 46 pages of suggestions--topics for radio talks and news stories, ideas for educational exhibits, and copies of materials which States and counties had used successfully, such as playlets and recognition ceremonies.

Several radio broadcasts on national networks and one television show were arranged. The broadcast on the American Farmer program, ABC, featured interviews with a farmer and his wife from Illinois, and another farmer-wife team from Delaware. A homemaker in Contra Costa County, Calif., represented the West on a coast-to-coast Farm and Home Hour program.

The May issue of the Extension Service Review had special articles on home demonstration work with a cover page picturing a home demonstration agent. One feature of this issue, which caused considerable favorable comment, was a two-page spread with pictures of six representative State extension directors who took the occasion of Home Demonstration Week to speak on home demonstration work, giving their views on its scope, progress, and possibilities.

The monthly luncheon of Mu Chapter, Epsilon Sigma Phi, featured Home Demonstration Week's theme, "Today's Home Builds Tomorrow's World," on posters and place cards, and colorful bouquets decorating each table gave a festive appearance to the dining room. Speakers and topics were:

What Makes Home Demonstration Work Grow, by Mrs. Jane S. McKimmon, first State home demonstration agent in North Carolina. (Mrs. McKimmon was returning from New York, where she had appeared on a radio program dramatizing her story "When We Are Green We Grow," which tells of the early home demonstration work of North Carolina.)

Today's Homes as They Look to an Editor, by Gertrude Dieken, editor, "The Farmer's Wife," Farm Journal.

Among the special guests at the luncheon were several Extension directors and State home demonstration leaders who were in Washington attending the meeting of the Committee on Extension Organization and Policy, and the president and vice president of the National Association of Home Demonstration Agents.

Follow-Up Plans--National Home Demonstration Week

Eleven Western States, Alaska, and Hawaii

(As suggested by State and county home demonstration workers)

Have exhibits, special meetings, and tours that are conducted during National Home Demonstration Week of 1949 discussed at county home demonstration council and home demonstration club meetings and have suggestions made for improvements in 1950.

Give special attention and assistance to newly organized clubs. Have appointed committees to bring newcomers to meetings. Include nonmembers in as many activities as possible. Special effort to increase enrollment in all groups.

Have more news articles and special columns in daily and weekly newspapers in counties. Feature story prepared each month by State extension workers for use in State papers or magazines. Use more statements and stories prepared by homemakers themselves.

Increased use of radio. Encourage more regular broadcasts by county extension agents.

Each new home demonstration agent be introduced to the public by news story and picture.

Use of more visual aids, such as exhibits, photographs, and skits featuring various projects.

County and community organized tours to new and remodeled homes, improved kitchens, gardens, and landscaped yards.

Folders outlining important features of the home demonstration program be prepared for general distribution.

New or revised slides or film strip featuring home demonstration activities be shown to general public at county and community meetings.

Invite prominent educators, public officials, and other leaders to State and county extension meetings, exhibits, and tours.

National Home Demonstration Week:
May 1-7, 1949
Report Summary

(Eleven Western States, Alaska, and Hawaii)

<u>State totals</u>	<u>County totals</u>	<u>Grand total</u>
1. SPECIAL STATEMENTS		
By extension directors - 5		5
2. NEWS STORIES - 43	965	1,008
5 - Editorials	82	
26 - News stories	845	
12 - Feature stories	38	
3. RADIO PROGRAMS - 44	271	315
65 - Extension workers	179	
72 - Rural women	470	
13 - Others	113	
150 - Total participating	762	912
4. SPECIAL EVENTS		
3 - State meetings	770 - County and community meetings	773
437 - Attendance	39,298 - Attendance	39,735
	151 - County meetings	
	22,272 - Attendance	
	519 - Community meetings	
	10,998 - Attendance	
	42 - Tours	
	1,796 - Attendance	
	58 - Other events	
	4,232 - Attendance	
5. EXHIBITS - 17	547	564
6. NEW GROUPS ORGANIZED	71 - New groups	71
	1,547 - New members	1,547

